

ENGLISH – SYLLABUS (GENERAL)					
<b>SUBJECT:</b>					
<b>BUSINESS INFORMATION TECHNOLOGY</b>					
<b>Studies: Management</b> 1 cycle studies Management Specialty: ALL			<b>Faculty: Management</b>		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	4	-	24	<b>2</b>
<b>Course description:</b> The Business Information Technology program focuses on the intersection of technology and business operations, aiming to equip students with the knowledge and skills needed to leverage information technology effectively in various organizational contexts. This program provides a comprehensive understanding of fundamental IT concepts within the business landscape. It covers topics such as computer systems, networks, databases, software applications, and their roles in supporting business functions. Students will explore how technology drives innovation and efficiency in business operations. This involves understanding how different IT solutions can streamline processes, improve productivity, and contribute to making informed business decisions. Data management and analysis are integral components of the curriculum. Students will learn data handling techniques, database management, data analysis tools, and their applications in deriving insights for strategic decision-making. Digital transformation is a key focus area, emphasizing how businesses utilize technology to transform their operations, services, and business models. This includes understanding trends such as cloud computing, IoT, AI, and their impacts on modern businesses. Additionally, the program addresses cybersecurity awareness, educating students about the importance of protecting business information assets, preventing cyber threats, and implementing security measures to safeguard data and systems. Strategic IT planning is emphasized, teaching students how to align IT initiatives with organizational objectives. It covers creating IT strategies that support business goals, enhance competitiveness, and ensure operational efficiency. The course is filled in with many case studies and practical examples of business problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.					
<b>COURSE LEARNING OBJECTIVES:</b> <ol style="list-style-type: none"> <li>1. Understanding IT Fundamentals: To grasp foundational concepts and principles of information technology in the business context.</li> <li>2. Applying IT in Business Operations: To explore how technology can enhance business processes, productivity, and decision-making.</li> <li>3. Data Management and Analysis: To develop skills in managing and analyzing data for informed business decision-making.</li> <li>4. Digital Transformation: To comprehend the role of IT in driving digital transformation strategies within organizations.</li> <li>5. Cybersecurity Awareness: To understand cybersecurity risks and strategies to safeguard business information and systems.</li> <li>6. Strategic IT Planning: To learn how to align IT strategies with organizational goals for competitive advantage and efficiency.</li> </ol> Teaching the functions and role of Business Information Technology for contemporary market entities, developing skills in solving business problems, as well as analysing data (from primary					

and secondary data).  
Creating presentations for the reports and written reports on Business Information Technology problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Business Information Technology in contemporary world.

**COURSE EVALUATION:**

**Workshops** – desk research report (written and oral), classes participation and activities, case studies

**Lectures** – n/a

**The grading scale is as follows:**

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

**Course policies and class rules:**

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

**Teaching Methods:**

Lectures and case studies (multimedia, case study – projects on sales management topics)

**Course overview:**

*The Business Information Technology program focuses on the intersection of technology and business operations, aiming to equip students with the knowledge and skills needed to leverage information technology effectively in various organizational contexts. This program provides a comprehensive understanding of fundamental IT concepts within the business landscape. It covers topics such as computer systems, networks, databases, software applications, and their roles in supporting business functions. Students will explore how technology drives innovation and efficiency in business operations. This involves understanding how different IT solutions can streamline processes, improve productivity, and contribute to making informed business decisions. Data management and analysis are integral components of the curriculum. Students will learn data handling techniques, database management, data analysis tools, and their applications in deriving insights for strategic decision-making. Digital transformation is a key focus area, emphasizing how businesses utilize technology to transform their operations, services, and business models. This includes understanding trends such as cloud computing, IoT, AI, and their impacts on modern businesses. Additionally, the program addresses cybersecurity awareness, educating students about the importance of protecting business information assets, preventing cyber threats, and implementing security measures to safeguard data and systems. Strategic IT*



*planning is emphasized, teaching students how to align IT initiatives with organizational objectives. It covers creating IT strategies that support business goals, enhance competitiveness, and ensure operational efficiency.*

**Main topics:**

1. Introduction to Business Information Technology
2. Role of IT in Business Operations and Decision Making
3. Data Management and Analysis in Business Contexts
4. Digital Transformation Strategies for Organizations
5. Cybersecurity Measures for Business Information Protection
6. Strategic Planning and Alignment of IT with Organizational Goals

**Literature**

**Main texts:**

1. Laudon, Kenneth C., Laudon, Jane P. - "Management Information Systems: Managing the Digital Firm" - Pearson - 2021
2. O'Brien, James A., Marakas, George M. - "Management Information Systems" - McGraw-Hill Education - 2020
3. Rainer, R. Kelly, Cegielski, Casey G. - "Introduction to Information Systems: Supporting and Transforming Business" - Wiley - 2019
4. Pearlson, Keri E., Saunders, Carol S. - "Managing and Using Information Systems: A Strategic Approach" - Wiley - 2019

**Additional required reading material:**

1. Reynolds, George W. - "Information Technology for Managers" - Cengage Learning - 2018
2. Schwalbe, Kathy - "Information Technology Project Management" - Cengage Learning - 2019
3. Turban, Efraim, Pollard, Carol, Wood, Greg, et al. - "Information Technology for Management: On-Demand Strategies for Performance, Growth, and Sustainability" - Wiley - 2020

**Rules of the exams on subject (Assessments)**

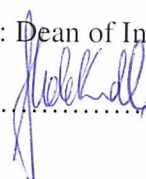
Lectures – n/a

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature: .....



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